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Strategy is a conversation about the choices that we have to make given the challenges that exist in our business environment.

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ONLY 15% OF LEADERSHIP TEAMS SPEND MORE THAN 1 HOUR  
PER MONTH DISCUSSING STRATEGY.

- NORTON & KAPLAN BALANCED SCORE

ONLY 2% OF LEADERS ARE CONFIDENT THEY WILL ACHIEVE  
80-100% OF THEIR STRATEGIC OBJECTIVES.

- HARVARD BUSINESS REVIEW

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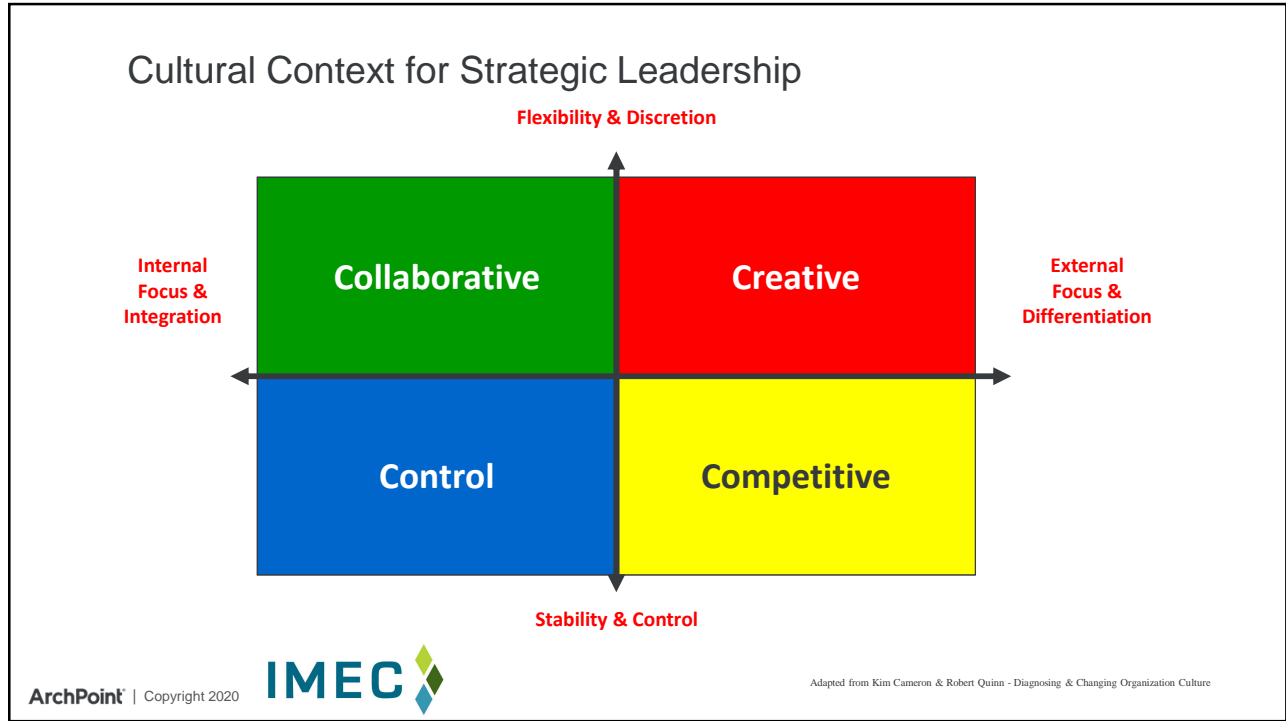


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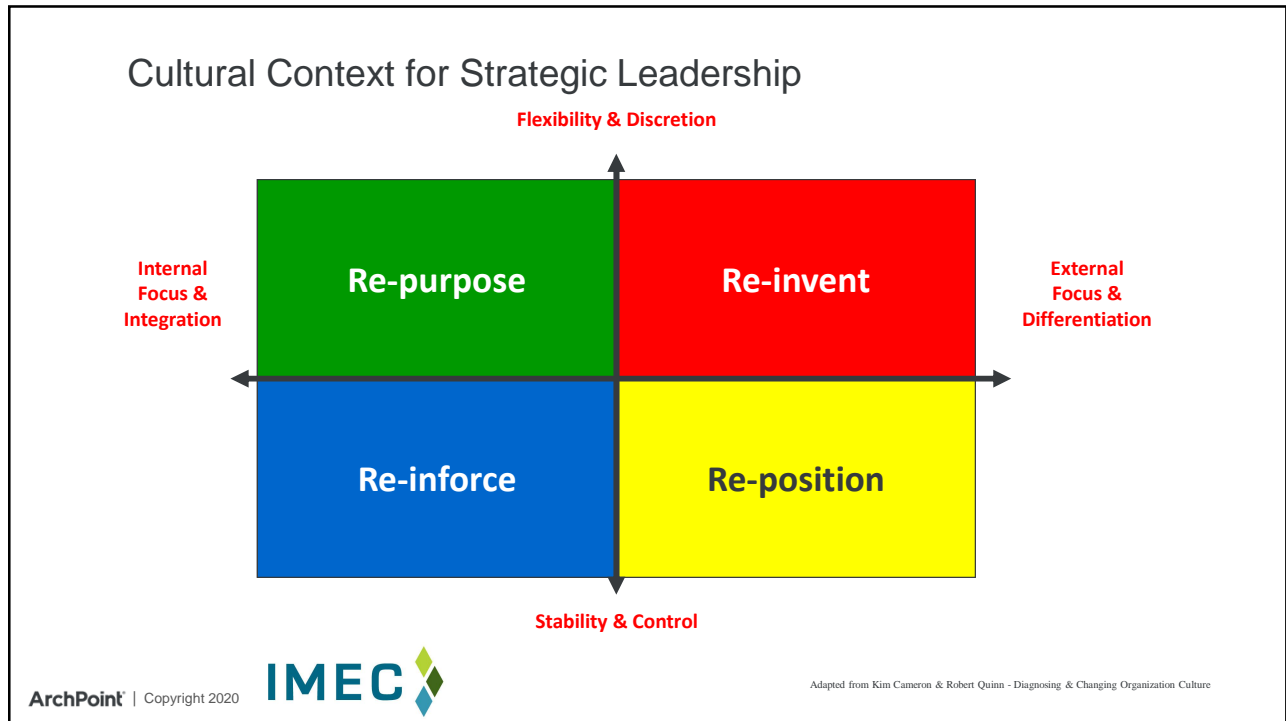
Organizations are all “bent” a certain way.  
They have a **culture** that determines what  
they value, and what they need to deliver  
value. **Not just how they work but what  
works and why.**

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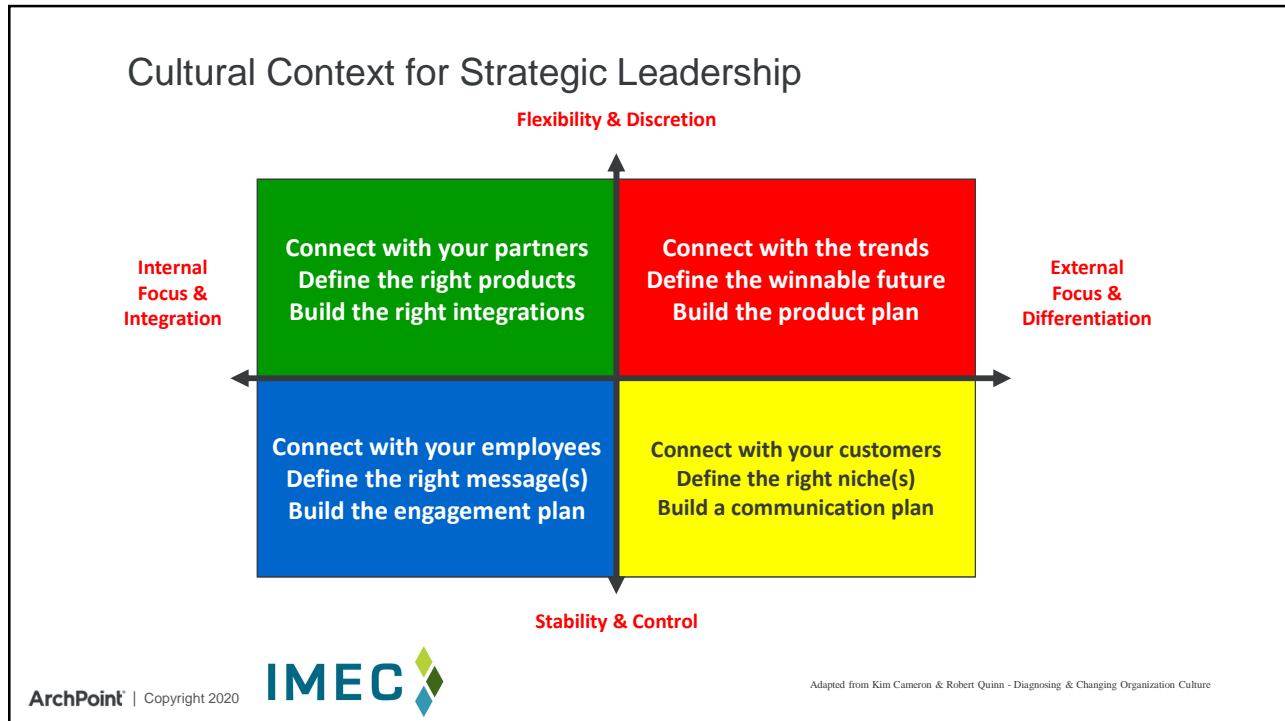
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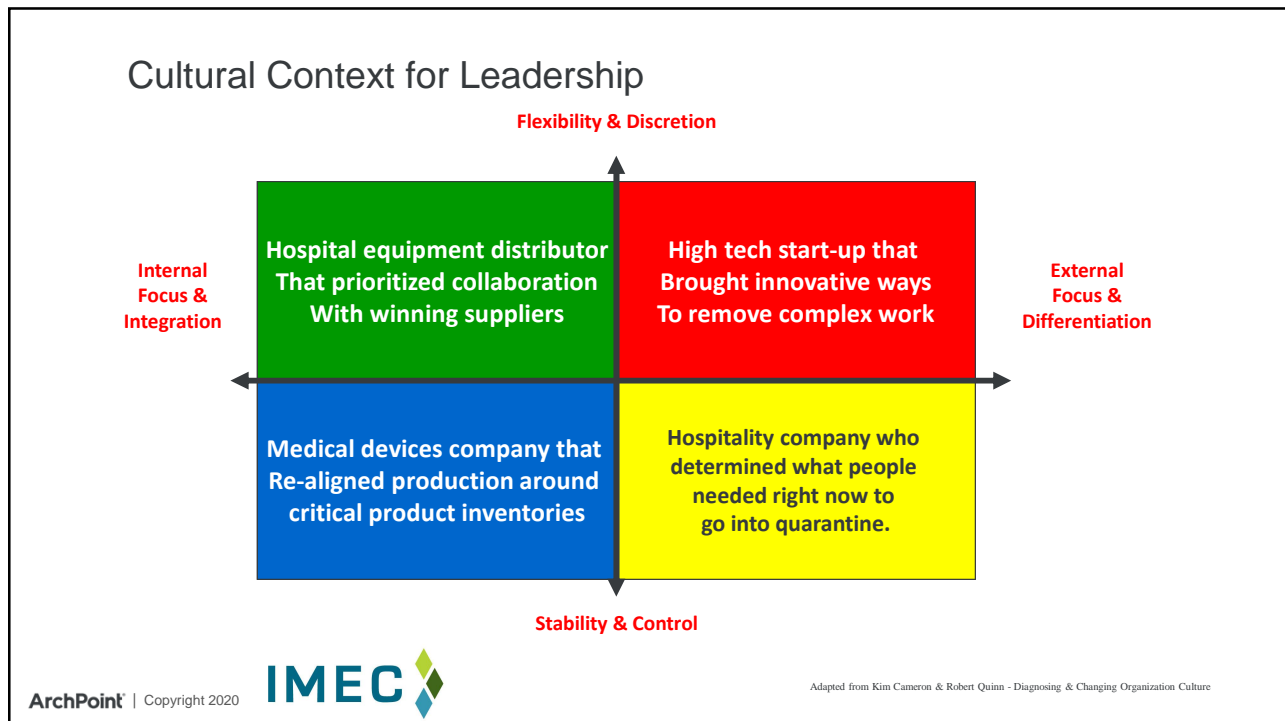
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### What is next?

1. Assess your strategy as it relates to the “new normal.”
  - Build your SWOT, scan your environment, complete a FROM-TO exercise
2. Assess your culture, decision-making, strategic focus
  - Complete a culture scan to find your strengths/vulnerabilities
3. Do a FASTRAT, fast-track the strategic dialogue
  - Gather your team, understand what is changing, choose a tack, build an OGSM
4. Build a change plan
  - Communicate the need for change to your team members

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ArchPoint is a boutique professional services company, serving clients across the globe. We solve business leaders' most complex problems to fuel the growth of markets, brands and organizations.

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### Strategic Planning/OGSM Clients

Food – CPG	General – CPG	Beverage – CPG	Apparel	Retail Grocery	Pet Food/GM
Sporting Goods	Health Care	Industrial Packaging (B2B)	Industrial (B2B)	Construction	Technology
Other industries: Environmental & Safety, Publications, Entertainment, Communications, Agriculture					

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## What is OGSM?



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## 12 Steps To Strategy

- 01 GATHER EXTERNAL DATA
- 02 GATHER INTERNAL DATA
- 03 FACILITATE AN EXECUTIVE OVERVIEW & DEBRIEFING SESSION
- 04 DEFINE A COMPANY OBJECTIVE STATEMENT
- 05 SOLIDIFY THE FINANCIAL AND OPERATIONAL GOALS
- 06 CREATE STRATEGIC PLATFORMS
- 07 ALIGN KEY MEASURES TO STRATEGIES
- 08 DEVELOP A FINAL OGSM
- 09 COMPLETE INITIATIVE CHARTERS
- 10 COMPLETE A PRIORITIZATION & RESOURCE ALLOCATION PROCESS
- 11 ALIGN & CASCADE STRATEGIES
- 12 myOGSM ArchPoint

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